

**National Network of Libraries of Medicine**

**Outreach Evaluation Resource Center**

**Quarterly Report**

**November 1, 2007 – January 31, 2008**

**University of Washington**

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## Executive summary

Evaluation instruction and emergency preparedness were the themes for the OERC once again this quarter. On the instruction front: Cindy Olney and Susan Barnes taught the Community Assessment and Planning Outcomes-Based Programs classes to network members in New York City in November and in Baltimore in December. Meanwhile, the Data Collection class was finalized and approved for MLA CE credit and preparations took place for teaching it in Nevada in February. Development of the Data Analysis class—the final of the four-part Outreach Evaluation series—began. Planning began for teaching during the upcoming spring months in Oklahoma, North Carolina, New York (both Manhattan and Albany), California, and Arizona. Initial discussions also took place for class offerings during autumn, 2008: in Michigan, Massachusetts, and Washington state. Susan Barnes and Cindy Olney provided 15 consultations on various projects throughout this quarter.

For the NN/LM Emergency Preparedness effort, the OERC provided coordination and support for a baseline assessment of the status of network members' emergency preparedness. Cindy Olney and Susan Barnes developed the baseline questionnaire with input and guidance from NNO and the eight NN/LM Associate Directors. In collaboration with the regions' Evaluation Liaisons and Associate Directors, the OERC also defined the sampling frame and the procedure for administering the questionnaire across the eight regions.

## Classes and consultations

TABLE 1. Classes and consultations

<b>Date</b>	<b>Responsible staff (last name)</b>	<b>Class/consultation topic</b>	<b>Location (city, state) of class or last name of consult recipient</b>
11/7/2007	Barnes; Olney	Consult: Buddy RML Planning	Core Group, NNO, Seattle, WA
11/12/2007	Barnes; Olney	Consult: MAR project evaluation	Sue Hunter, MAR, New York, NY
11/14/2007	Barnes; Olney	Training: Community Assessment	Sue Hunter, MAR, New York, NY
11/14/2007	Barnes; Olney	Training: Planning Outcomes-Based Programs	Sue Hunter, MAR, New York, NY
11/27/2007	Barnes; Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
11/29/2007	Barnes; Olney	Consult: NC AHEC workshop planning	Russett Hambrick, NC AHEC, Fayetteville, NC
12/3/2007	Barnes; Olney	Consult: Buddy RML Planning	Core Group, NNO, Seattle, WA
12/4/2007	Barnes; Olney	Consult: Core teleconference	Core Group, NNO, Seattle, WA

12/7/2007	Barnes; Olney	Training: Community Assessment	Meredith Solomon, SE/A, Baltimore, MD
12/7/2007	Barnes; Olney	Training: Planning Outcomes-Based Programs	Meredith Solomon, SE/A, Baltimore, MD
12/16/2007	Barnes	Consult: regional evaluation training	Betsy Kelly, MCR, Salt Lake City, UT
12/18/2007	Barnes; Olney	Consult: Buddy RML planning	Core Group, NNO, Seattle, WA
1/3/2008	Barnes; Olney	Consult: regional evaluation services	Janice Kelly, SEA, Baltimore, MD
1/11/2008	Barnes; Olney	Consult: Buddy RML planning	Core Group, NNO, Seattle, WA
1/15/2008	Barnes; Olney	Consult: Core teleconference	Core Group, NNO, Seattle, WA
1/16/2008	Barnes; Olney	Consult: RML Directors' mid-year teleconference	All Regions, All Centers, NNO, Seattle, WA
1/22/2008	Barnes; Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
1/31/2008	Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
1/31/2008	Olney	Consult: Communication survey	Heidi Sandstrom, PSR, Los Angeles, CA

## Web site

Postings on the OERC Blog:

- Summary of the 2007 American Evaluation Association annual meeting, including classes and sessions on quantitative methods, capacity building, online surveys, and constructing objectives, plus fascinating sessions on whether cost analysis should be a part of program evaluation
- Availability of new tutorial videos for the SurveyMonkey web survey service

## Dissemination of effective practices

The OERC distributed 83 sets of “Planning and Evaluating Health Information Outreach” booklets plus 41 copies of “Measuring the Difference.”

The Outreach Connections Native Health Information wiki is being developed as a mechanism to share what has worked in tribal outreach projects. This is an outcome of the Conference on Native American Health Information in the United States, held in Albuquerque in July 2006. When the leader of the Publicity/Evaluation Subcommittee for this effort left the group, Susan Barnes volunteered to serve as coordinator. She organized and led a subcommittee teleconference, collected and provided information for subcommittee members about the wiki location and how to get a userid and password, and compiled and received approval for the subcommittee’s team charter.

## Subcontractor update

Not applicable. The OERC has no subcontracts at present.

## Other staff activities—this section is organized according to OERC's goals for the 2006-2011 contract

### *I. Develop awareness, skill, and capacity in use of evaluation methods.*

#### Training:

- Susan Barnes and Cindy Olney held initial discussions with Russet Hambrick (of the North Carolina AHEC) about our teaching classes for AHEC librarians in NC next spring
- Susan Barnes and Cindy Olney taught the Community Assessment and Planning Outcomes-Based Programs classes to network members in New York City (for the NN/LM Mid-Atlantic Region in November) and in Baltimore (for the NN/LM Southeastern/Atlantic Region in December)
- Susan Barnes confirmed with NN/LM Greater Midwest Region staff the OERC's interest in teaching classes at the Midwest Chapter meeting in October, 2008
- Susan Barnes provided information to the NN/LM MidContinental Region about the availability of evaluation training for their network members
- Cindy Olney completed preparation of the Data Collection class to be offered in February in Las Vegas to the joint meeting of the MLA chapters in NN/LM Pacific Southwest Region and began to develop the newest class in the Outreach Evaluation series, Data Analysis for Health Information Outreach
- Susan Barnes contacted the NN/LM New England Region about the availability of OERC classes for the North Atlantic Health Science Libraries MLA chapter meeting in October, 2008 and confirmed the OERC's ability to develop a class tailored to their needs.
- Cindy Olney and Susan Barnes prepared for the Data Collection and Data Analysis classes to be taught in New York City in April, and conducted planning for upcoming spring workshops to be held in Chicago, Oklahoma City, North Carolina, upstate New York, and the Pacific Southwest Region

### *II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments*

#### Publications:

Susan Barnes contributed an article to ***The National Network*** (the publication of the Medical Library Association's Hospital Library Section) about outcomes and the Measuring Your Impact class.

### *III. Strengthen and build an evaluation culture throughout NN/LM.*

### Evaluation Liaisons:

Two Evaluation Liaison teleconferences were conducted this quarter. In November, the results of the Measuring Your Impact: Using Evaluation for Library Advocacy followup study were presented and discussed, and the agenda topic in January was the NN/LM baseline preparedness assessment.

### Evaluation:

Cindy Olney and Susan Barnes visited the NN/LM Mid-Atlantic office in New York City to provide consulting support for their staff and their region's Needs Assessment Task Force.

*VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.*

Consultations are listed in Table 1, above.

*V. Enhance and refine use of community-based approaches to evaluation.*

### Cross-regional collaboration

The OERC provided coordination and support for a baseline assessment of the status of network members' emergency preparedness. Cindy Olney and Susan Barnes developed the baseline questionnaire with input and guidance from NNO and the eight NN/LM Associate Directors. In collaboration with the regions' Evaluation Liaisons and Associate Directors, the OERC also defined the sampling frame and the procedure for administering the questionnaire across the eight regions. Information about this baseline assessment was presented at the RML Directors' mid-year teleconference in January.

The OERC continued to participate in, and provide support for, NN/LM Emergency Preparedness RML Buddy system calls and a core group teleconference.